

Application No. 23-09-____
Exhibit No. PAC/500
Witness: Selyna Bermudez

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP 2024 ECAC

Direct Testimony of Selyna Bermudez
Customer Outreach Costs

September 2023

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ATTACHED EXHIBITS

Exhibit PAC/501 – 2013-2023 Recorded/Forecast Customer Outreach Costs

Exhibit PAC/502 – 2024 Customer Outreach Activities and Estimated Costs

Exhibit PAC/503 – 2024 Forecast Customer Outreach Costs

Exhibit PAC/504 – Commission Template D-3 – Detail of Outreach Costs

1 **I. INTRODUCTION AND QUALIFICATIONS**

2 **Q. Please state your name, business address, and present position with PacifiCorp**
3 **d/b/a Pacific Power (PacifiCorp or Company).**

4 A. My name is Selyna Bermudez. My business address is 825 NE Multnomah Street,
5 Suite 2000, Portland, Oregon 97232. I am a Senior Communications Representative
6 in the Customer and Corporate Communications department of the Company.

7 **Q. Briefly describe your education and business experience.**

8 A. I hold a Bachelor of Arts in Journalism and Media Studies from the University of
9 Nevada, Las Vegas. I joined PacifiCorp in July 2021 as a Communications
10 Representative, where I lead communications for PacifiCorp’s energy assistance and
11 regulatory outreach, including bill inserts and onserts, mailings and media campaigns.

12 **Q. Please explain your responsibilities as PacifiCorp’s Senior Communications**
13 **Representative.**

14 A. I primarily oversee PacifiCorp’s communications for our energy assistance and
15 regulatory programs to ensure our content is integrated and aligned with the
16 Company’s brand and goals. I work closely with a variety of program managers
17 across these areas to coordinate our regulatory processes, program changes, external
18 communications, social media, traditional media, and other outreach and support that
19 may be needed.

20 **II. PURPOSE AND SUMMARY OF TESTIMONY**

21 **Q. Please summarize your direct testimony.**

22 A. My testimony reconciles PacifiCorp’s forecasted and actual 2022 and 2023 customer
23 outreach costs, compared to forecasted costs from PacifiCorp’s 2022 Energy Cost

1 Adjustment Clause (ECAC) Application.¹ My testimony also forecasts PacifiCorp's
2 2024 customer outreach costs associated with its participation in California's Cap and
3 Trade Program.

4 **III. RECONCILING FORECASTED AND ACTUAL RECORDED 2022 AND 2023**
5 **CUSTOMER OUTREACH COSTS**

6 **Q. How much did PacifiCorp spend on customer outreach in 2022?**

7 A. As indicated in PAC/501, PacifiCorp recorded \$49,807.89 for outreach costs in 2022,
8 which is \$30,192.11 less than the \$80,000 projected in PacifiCorp's 2023
9 Application.

10 **Q. What is the 2023 customer outreach budget approved by the California Public**
11 **Utilities Commission (Commission)?**

12 A. The Greenhouse Gas (GHG)-related costs and allowance proceeds portion of the
13 2023 Application was approved by the Commission in Decision (D.) 22-03-014, and
14 the Commission approved PacifiCorp's proposed customer outreach budget of
15 \$80,000 for 2023.²

16 **Q. How much has PacifiCorp spent on customer outreach in 2023?**

17 A. From January 24, 2023, through April 21, 2023, the Company has spent \$29,376.99
18 on customer outreach. PacifiCorp's authorized budget for customer outreach in 2023
19 is \$80,000. Based on that projection, there is \$50,623.01 remaining in the budget for
20 2023.³ The Company plans to undertake additional outreach in October and
21 November of 2023, just as it did in March and April 2023, to coincide with the

¹ A.21-08-004.

² D.22-03-014 at 9.

³ See Exhibit PAC/501.

1 California Climate Credit distribution. The outreach will include a bill onsert, bill
2 message, email, as well as paid radio, digital, social media, and newspaper
3 advertising. The outreach will remind customers to look for the California Climate
4 Credit from the state of California’s Cap and Trade Program on their Spring and Fall
5 bills. Outreach will encourage them to use the California Climate Credit to achieve
6 more savings by investing in energy-saving upgrades for their homes—for example,
7 new energy-efficient lights, appliances, and weatherization to highlight Pacific
8 Power’s Wattsmart program.

9 **IV. FORECASTED 2024 CUSTOMER OUTREACH COSTS**

10 **Q. What are PacifiCorp’s 2024 forecasted customer outreach costs?**

11 A. Based on the customer outreach plan outlined in Exhibit PAC/502, PacifiCorp
12 expects to incur \$80,000 in customer outreach costs for 2024, which is the same as
13 2023. These costs are detailed in PAC/503.

14 **Q. What is the basis for these forecasted customer outreach costs, including the**
15 **accounting and explanation of activities that the Company expects to undertake,**
16 **and the costs that are expected to be incurred?**

17 A. The Company believes this budget will allow for effective communication with
18 customers about the Cap-and-Trade Program. For 2024, PacifiCorp will continue to
19 actively engage with customers with an integrated, multi-channel campaign designed
20 to build awareness of the GHG revenue returns and the semi-annual California
21 Climate Credit. The outreach will also provide basic information about the value of
22 the Cap-and-Trade Program and provide ongoing support to help customers learn

1 more about how to adopt and sustain energy efficient practices to reduce their GHG
2 emissions.

3 As in prior years, PacifiCorp's 2024 outreach plan will include onserts in
4 customer bills to remind customers about the Cap-and-Trade Program and the
5 California Climate Credit. To reach customers who receive paperless bills, PacifiCorp
6 will send email communications. PacifiCorp will also place paid radio, digital, social,
7 and newspaper advertising to encourage customers to use the California Climate
8 Credit to achieve more savings by investing in energy-saving upgrades for their
9 homes by referring to our Wattsmart program. PacifiCorp will use on-bill messages,
10 web-based communication platforms, social media, the Company's customer contact
11 center, and customer-facing employees working in California to communicate with
12 customers.

13 **Q. Has the Company included Commission Template D-3 with this application?**

14 A. Yes. Commission Template D-3 provides an overview of the customer outreach and
15 program administrative costs, forecasted and actuals, from 2013 to 2023.⁴ Customer
16 outreach costs are addressed in my testimony and administrative costs are addressed
17 in the testimony of Company witness Anthony B. Worthington. Because these topics
18 are addressed by different PacifiCorp witnesses, the template has been divided into
19 two parts for this submission. Template D-3 – Detail of Outreach Expenses is
20 provided as Exhibit PAC/504. Much of this same data may also be found in Exhibits
21 PAC/501, PAC/502, and PAC/503. For Template D-3 – Detail of Administrative
22 Costs, refer to Mr. Worthington's Exhibit PAC/603.

⁴ See D.14-10-033, D.14-10-055, and D.15-01-024.

- 1 **Q. Does this conclude your direct testimony?**
- 2 **A. Yes.**

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PACIFICORP 2024 ECAC

2013-2023 Recorded/Forecast Customer Outreach Costs

September 2023

Exhibit PAC/501
PacifiCorp
2013 - 2023 Recorded/Forecast Customer Outreach Costs
September 15, 2023

Line No.	Description	Recorded-to-Date (as of 5/31/2022)	Estimated 6/1/21 - 12/31/23	Total 12/31/23
1	Recorded/Forecast Expenses 2013 - 2021:			
2	GHG Outreach and Education Costs - 2013 ⁽¹⁾	\$ 1,403	\$ -	\$ 1,403
3	GHG Outreach and Education Costs - 2014 ⁽²⁾	\$ 51,596	\$ -	\$ 51,596
4	GHG Outreach and Education Costs - 2015 ⁽³⁾	\$ 59,748	\$ -	\$ 59,748
5	GHG Outreach and Education Costs - 2016 ⁽⁴⁾	\$ 82,027	\$ -	\$ 82,027
6	GHG Outreach and Education Costs - 2017 ⁽⁵⁾	\$ 56,663	\$ -	\$ 56,663
7	GHG Outreach and Education Costs - 2018 ⁽⁶⁾	\$ 65,690	\$ -	\$ 65,690
8	GHG Outreach and Education Costs - 2019 ⁽⁷⁾	\$ 66,980	\$ -	\$ 66,980
9	GHG Outreach and Education Costs - 2020 ⁽⁸⁾	\$ 75,268	\$ -	\$ 75,268
10	GHG Outreach and Education Costs - 2021 ⁽⁹⁾	\$ 68,308	\$ -	\$ 68,308
11	GHG Outreach and Education Costs - 2022 ⁽¹⁰⁾	\$ 49,808	\$ -	\$ 49,808
12	GHG Outreach and Education Costs - 2023 ⁽¹¹⁾	\$ 29,377	\$ 50,623	\$ 80,000
13	Total	\$ 606,868	\$ 50,623	\$ 657,491

⁽¹⁾See A.14-08-003 Exhibit PAC/200 and Exhibit PAC/202 for a discussion about actual GHG outreach and education costs recorded in 2013.

⁽²⁾See A.15-08-004 Exhibit PAC/300 and Exhibit PAC 301 for a discussion about actual GHG outreach and education costs recorded in 2014.

⁽³⁾See A.16-08-001 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2015.

⁽⁴⁾See A.17-08-005 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2016.

⁽⁵⁾See A.18-08-001 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2017.

⁽⁶⁾See A.19-08-002 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2018.

⁽⁷⁾See A.20-08-002 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2019.

⁽⁸⁾See A.21-08-004 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2020.

⁽⁹⁾See A.20-08-002 Exhibit PAC/300 page 2 for a discussion about actual GHG outreach and education cost recorded in 2021.

⁽¹⁰⁾See A.21-08-004 Exhibit PAC/300 page 2-3 for a discussion about actual GHG outreach and education cost recorded in 2022.

⁽¹¹⁾See A.22-08-001 Exhibit PAC/300, page 2-3 for a discussion about actual GHG outreach and education cost recorded in 2023.

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Exhibit No. PAC/502
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PACIFICORP 2024 ECAC

2024 Customer Outreach Activities and Estimated Costs

September 2023

Exhibit PAC/502
PacifiCorp
2024 Customer Outreach Activities and Estimated Costs
September 15, 2023

Outreach Activity	Description	Timing	Estimated Cost
Bill onsert	Create regulatory-style bill onsert explaining the program and impact on customer rates and encourage customers to use their credit for energy efficiency upgrades. (combined and costs split with ECAC)	August 2024	\$3,500
Print Ads Mailing to government officials	Place regulatory-style print ads in northern California newspapers and mail letter to city/county officials. (combined and costs split with ECAC)	August 2024	\$2,300
Talking Points for customer contact center	Update simple talking point to help agents answer customer questions	April, August and October 2024	\$0
Bill onsert	Print CPUC letter and provide as a bill onsert for residential and business customers about the California Climate Credit	April and October 2024	\$7,000
Email	Provide targeted email to our paperless billing residential and business customers about the Climate Credit	April and October 2024	\$0
Radio	Use English radio spots and targeted Spanish digital radio commercials and media buy to inform customers about California's Climate Credit	April and October 2024	\$30,000
Newspaper	Use newspaper advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution	April and October 2024	\$16,000
Digital	Use digital advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution.	April and October 2024	\$16,000
Bill message	Include Cap-and-Trade messaging on residential and small business customers' electric bills. On-bill messages are limited to 235 characters & spaces.	April and October 2024 for residential and business customers.	\$0
Newsletter articles	Include relevant stories in the California editions of existing customer newsletters reaching residential customers.	<i>Connect newsletter</i> <i>April & October issues</i> <i>2024</i>	\$0
Direct Mail	Mailing to master-metered customers to inform them of their obligation to pass the California Climate Credit on to tenants in mobile-homes served by a master meter.	Q1 & Q3	\$200
Creative Costs	Funding for the print, digital, social and radio ads that the Company's design agency will assist in creating.	April and October 2024	\$5,000
Social Media	Leverage PacifiCorp's Facebook and Twitter feeds to remind customers about the Climate Credit and provide key facts and sources of additional Cap-and-Trade program information.	Q2 & Q3	\$0
Total for 2024			\$80,000

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PACIFICORP 2024 ECAC

2024 Forecast Customer Outreach Costs

September 2023

Exhibit PAC/503
PacifiCorp
2024 Forecast Customer Outreach Costs
September 15, 2023

Line No.	Description	Forecast for 2024
1	Forecast Expenses 2024	
2	GHG Outreach and Education Costs - 2024 (See Exhibit PAC/302)	<u>\$ 80,000</u>
3	Total	<u><u>\$ 80,000</u></u>

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Exhibit No. PAC/504
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PACIFICORP 2024 ECAC

Commission Template D-3 – Detail of Outreach Costs

September 2023

Exhibit PAC/504
PacifiCorp
Commission Template D-3 (Note 1)
Detail of Outreach Costs
September 15, 2023

Line Description	2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023 (Note 2)	
	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded
1 Utility Outreach																						
2 Detail of outreach activities	59,748	1,403	110,000	51,596	110,000	59,748	80,000	82,027	85,000	56,663	85,000	65,690	75,000	66,980	75,000	75,268	80,000	68,308	80,000	49,808	80,000	29,377
3 Additional (Non-Utility) Statewide Outreach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4 Total Outreach	59,748	1,403	110,000	51,596	110,000	59,748	80,000	82,027	85,000	56,663	85,000	65,690	75,000	66,980	75,000	75,268	80,000	68,308	80,000	49,808	80,000	29,377

Note 1: This is Commission Template D-3. The template provided by the Commission included outreach and administrative costs in the same table. The template has been split into two tables, one for outreach costs and one for administrative costs, so that each table may be included as an exhibit for the appropriate Company witness. Exhibit PAC/504 is the detail of outreach costs. Exhibit PAC/603 is detail of administrative costs, accompanying Mr. Anthony Worthington's testimony.

Note 2: Recorded amount includes forecast expenditures for the remainder of 2023.